

Apple again delays white iPhone 4 debut

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Apple CEO Steve Jobs speaks introduces the Apple iPhone 4 in Cupertino, California on July 16. Apple said it is postponing the launch of a white version of its new iPhone 4 smartphone to later this year, due to manufacturing problems, leaving customers with only a black option.

Apple said Friday it is postponing the launch of a white version of its new iPhone 4 smartphone to later this year, due to manufacturing problems, leaving customers with only a black option.

It was the second time Apple has announced a delay in the white version of the hot-selling [iPhone](#) 4.

The Cupertino, California-based gadget maker said just before the June 24 launch of the next-generation smartphone that the white version

would not be on the market before July because of manufacturing problems that it has yet to explain.

"White models of Apple's new iPhone 4 have continued to be more challenging to manufacture than we originally expected, and as a result they will not be available until later this year," Apple said in a brief statement on Friday.'

The company added that the availability of the "more popular" iPhone 4 black models is "not affected."

Apple says the [iPhone 4](#) is its most successful product launch, with more than three million sold in the first three weeks after its debut.

But the smartphone, the fourth generation of a multifunction phone that has revolutionized the sector, suffers from reception problems linked to its new design.

A week ago, Apple chief executive Steve Jobs interrupted his vacation to announce at a news conference that Apple would offer free rubber cases to protect the metal border where the antenna is located.

[Apple](#) says demand for the new iPhone 4s has outstripped production capacity, leaving numerous markets with back orders.

According to specialist websites, Apple's white-model problem is the difficulty in developing a white paint formula for the case that is opaque enough to produce an appealing white and transparent enough to allow signal transmissions.

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